Research Data Management Plan

Luxury item linked purchasing and consumer confidence trends

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1   Research Project Details

1.1   Research project title

Luxury item linked purchasing and consumer confidence trends

1.2   Research project summary

There has been considerable research into the global phenomenon of luxury brand consumption, but no studies have empirically explored relationships regarding consumer confidence when the luxury item in question necessitate significant complimentary spending or item purchases. This research seeks to explore the link between these two factors through conducting consumer surveys and aggregating data on luxury item purchases.

1.3   Keywords
Consumer behaviour, luxury, complimentary goods, confidence

2   Research Project Data Details

2.1   Research project data summary

"The first source of data will be post-purchase focus group sessions and interviews. A set of semi-structured discussion prompts (attached with the Application for Ethical Approval) will be used.

This aspect of the research project involves the following data: 1. 2 physical datasheet records of Focus Group discussion prompts 2. One hard drive (1TB<) of audio recordings from focus groups/interviews 3. One digital record of transcribed Focus Group Discussions data 4. Approx. 10 physical datasheet records of Interviews 5. One digital interview analysis file

Data Analysis Method: Recorded focus group interviews and personal interviews will be transcribed. Contextual analysis will be used to identify the themes and coded accordingly.

The second source of data will be customer purchase information from various luxury-goods oriented brands/businesses in Australia (David Jones, LVMH Australia, Australia-Swiss Watchmakers Guild, Mercedes Benz and others).

This second aspect of the research project involves the following data: 1. Approx. 12 zip files of linked purchase and customer history records with all individual identifers removed 2. One data analysis file

Data Analysis Method: Purchases will be coded as having complementary/non-complementary/dependent purchases. Statistical analysis will be used to identify marketwide patterns and trends."

2.2   Will the data be identifiable

- Non-identifiable — data which has never been labelled with individual identifiers

2.3   Will data, including biospecimens, be sent overseas?

No

2.4   Data organisation and structure

"Folder structure: Folders are ordered in a hierarchical manner. Data, data analysis and procedural documentation files are separated and each of these has its own set of subfolders containing relevant documents.

File naming formats:

Discussion*2016-12-31-transcription.mp3 Discussion*2016-12-31-transcription.docx Discussion_2016-12-31-transcription.docx

This coherent naming format will be used for all files included.

The purchase information will likely be organised in a variety of ways depending on the source of the data. The organisation methods will not be know until the data is received from the various providers."

3   Research Project Data Storage, Retention and Dissemination Details

3.1   Storage arrangements

"The focus group/interview discussions will be recorded as MP3 files using digital recorders. These will be transcribed in Rich Text Format. The audio recording and de-identified transcripts of each discussion will be stored on the password protected R: drive at Curtin University. The transcripts will also be lodged with the Australian Data Archives at the end of the project as required by the funding bodies (Australian Economic and Consumer Research Grant Council, Westralian Chamber of Commerce).

The purchase data information will be kept in the same password protected drive and folder.

Personal identifying data sources will be stored in a password protected folder on the PI's laptop and backed up weekly to cloud storage.

All hard copy research data wil be kept in a locked cabinet in the PI's office at Curtin Business School, Bentley."

3.2   Estimated data storage volume

Approx. 45GB.

3.3   Safeguarding measures

Regular back ups to multiple locations (ie. primary investigator's laptop, external USBs and the Curtin R drive) will be done to ensure data can be recovered should they be lost. Weekly snapshots of the survey data analysis file will be made and stored on the R drive. Multiple redundant copies of the data will be stored in different physical locations. However, redundant copies represent a point in time and will not reflect updates to the data.

3.4   Retention requirements

7 years (All other research with outcomes that are classed as Minor)

3.5   Collaboration

This research is being done with the assistance of various luxury-goods industry representatives (core groups: David Jones, LVMH Australia, Australia-Swiss Watchmakers Guild, Mercedes Benz; more groups may join as the collaboration discussions continue). The final analysis of the data must be made available to all cooperating groups. However, none of the raw purchase data may be made available in any way whatsoever and must remain confidential, even to other business members of this research project.

It is not anticiapted that any external project members will need access to any data until the final analysis is completed.

3.6   Data dissemination

Only the research team will have access to the primary data.

A summary of the project's overall findings across will be made available to each participant organization as soon as possible and made public after a mandatory 18 month embargo.

After this embargo period the analysis results will be published and distributed in a range of forums such as a Curtin Westralian Centre for Economics annual report, academic journals and conferences, the project website, and any relevant/interested media outlets.

3.7   Embargo period

Aggregate data/analysis: 18 months Interview data: access to anyone other than the research team can only be granted with written prior approval from the research team. Purchase data: view-only access is allowed to the purchase data in the event of a requirement for data scrutiny to secure peer-review publication.